IN THE CLAIMS

Claims 1-75 are pending.

Claims 1, 13, 18, 22, 35, 40, 45, 59, and 64 are currently amended.

1. **(Currently Amended)** A media content playback system, comprising:

a graphics processor configured to process media content for display;

a playback application configured to:

receive a media content navigation input; and

obtain an advertisement to be rendered when the media content navigation

input is received, based on at least one of a time of day, a type of the program, and

a program channel on which the program is broadcast, wherein the advertisement

is embedded in program guide data.

2. **(Original)** A media content playback system as recited in claim 1, further

comprising one or more audio components configured to render the advertisement

as audio.

3. **(Original)** A media content playback system as recited in claim 1, further

comprising one or more audio components configured to render the advertisement

as an audible message.

4. **(Original)** A media content playback system as recited in claim 1, wherein the graphics processor is further configured to process advertisement data to display the advertisement as a logo.

5. **(Original)** A media content playback system as recited in claim 1, wherein the graphics processor is further configured to process advertisement data to display the advertisement as an animated logo.

6. **(Original)** A media content playback system as recited in claim 1, wherein the playback application is further configured to generate a navigation indicator for display on the media content, the navigation indicator corresponding to the media content navigation input.

7. **(Original)** A media content playback system as recited in claim 1, wherein:

the playback application is further configured to generate a navigation indicator for display on the media content, the navigation indicator corresponding to the media content navigation input; and

the graphics processor is further configured to process advertisement data to display the advertisement while the navigation indicator is displayed.

8. **(Original)** A media content playback system as recited in claim 1, further comprising one or more audio components configured to render audio, and wherein:

the advertisement includes a logo and corresponding audio;

the graphics processor is further configured to process advertisement data to display the logo; and

the one or more audio components are further configured to render the corresponding audio while the logo is displayed.

9. **(Original)** A media content playback system as recited in claim 1, wherein:

the graphics processor is further configured to process the media content to display a program on a display device;

the playback application is further configured to:

receive the media content navigation input as a command to skip-ahead in the program;

generate a navigation indicator for display over the program on the display device; and

obtain the advertisement for display over the program on the display device while the navigation indicator is displayed.

10. **(Original)** A media content playback system as recited in claim 1, wherein:

the graphics processor is further configured to process the media content to display a program on a display device;

the playback application is further configured to:

receive the media content navigation input as at least one of a command to play the program, skip-ahead in the program, skip-back in the program, pause the program, and stop the program;

generate a navigation indicator for display over the program on the display device; and

obtain the advertisement for display over the program on the display device while the navigation indicator is displayed.

11. **(Original)** A media content playback system as recited in claim 1, wherein the playback application is further configured to obtain the advertisement from an advertisement data store.

12. **(Original)** A media content playback system as recited in claim 1, wherein the playback application is further configured to obtain the advertisement from a content provider.

13. (**Currently Amended**) A media content playback system as recited in claim 1, wherein the playback application is further configured to obtain the advertisement, and wherein an advertisement playlist is integrated with the ~~from~~ program guide data.

14. (**Original**) A media content playback system as recited in claim 1, further comprising a cache configured to maintain the advertisement when received as additional content integrated with the media content, and wherein the playback application is further configured to obtain the advertisement from the cache to render the advertisement.

15. (**Original**) A media content playback system as recited in claim 1, further comprising a cache configured to maintain an index to the advertisement, and wherein the playback application is further configured to utilize the index to obtain the advertisement from an advertisement data store to render the advertisement.

16. (**Original**) A media content playback system as recited in claim 1, further comprising a cache configured to maintain an index to the advertisement, and wherein the playback application is further configured to utilize the index to obtain the advertisement from a content provider to render the advertisement.

17. **(Original)** A media content playback system as recited in claim 1, further comprising:

an advertisement store configured to maintain the advertisement;

a cache configured to maintain an index to the advertisement, the index received with the media content; and

wherein the playback application is further configured to utilize the index to obtain the advertisement from the advertisement store to render the advertisement.

18. **(Currently Amended)** A media content playback system as recited in claim 1, further comprising an advertisement store configured to maintain one or more advertisements, and wherein:

the graphics processor is further configured to process the media content to display a program on a display device~~; and~~

~~the playback application is further configured to obtain the advertisement from the one or more advertisements based on at least one of a time of day, a type of the program, and a program channel on which the program is broadcast.~~

19. **(Original)** A media content playback system as recited in claim 1, further comprising:

an advertisement store configured to maintain one or more advertisements;

a cache configured to maintain a playlist that designates an order in which the one or more advertisements are to be rendered; and

wherein the playback application is further configured to obtain the advertisement from the one or more advertisements according to the playlist.

20. (**Original**) A television-based client device comprising the media content playback system as recited in claim 1.

21. (**Original**) A digital video recorder comprising the media content playback system as recited in claim 1.

22. (**Currently Amended**) A media content playback system, comprising:

one or more audio components configured to render media content as audio;

a playback application configured to:

receive a media content navigation input;

generate a navigation indicator for display, the navigation indicator corresponding to the media content navigation input; and

obtain an advertisement to be rendered while the navigation indicator is displayed, based on at least one of a time of day, a type of the program, and a program channel on which the program is broadcast, wherein the advertisement is embedded in program guide data.

23. **(Original)** A media content playback system as recited in claim 22, wherein the one or more audio components are further configured to render the advertisement as audio.

24. **(Original)** A media content playback system as recited in claim 22, wherein the one or more audio components are further configured to render the advertisement as an audible message.

25. **(Original)** A media content playback system as recited in claim 22, further comprising a graphics processor configured to process advertisement data to display the advertisement as a logo.

26. **(Original)** A media content playback system as recited in claim 22, further comprising a graphics processor configured to process advertisement data to display the advertisement as an animated logo.

27. **(Original)** A media content playback system as recited in claim 22, further comprising a graphics processor configured to process advertisement data to display a logo, and wherein:

the advertisement includes the logo and corresponding audio; and

the one or more audio components are further configured to render the corresponding audio while the logo is displayed.

28. **(Original)** A media content playback system as recited in claim 22, wherein:

the one or more audio components are further configured to render the media content as music; and

the playback application is further configured to receive the media content navigation input as at least one of a command to play the music, skip-ahead in the music, skip-back in the music, pause the music, and stop the music.

29. **(Original)** A media content playback system as recited in claim 22, further comprising a cache configured to maintain the advertisement when received as additional content integrated with the media content, and wherein the playback application is further configured to obtain the advertisement from the cache to render the advertisement.

30. **(Original)** A media content playback system as recited in claim 22, further comprising a cache configured to maintain an index to the advertisement, and wherein the playback application is further configured to utilize the index to obtain the advertisement from an advertisement data store to render the advertisement.

31. **(Original)** A media content playback system as recited in claim 22, further comprising a cache configured to maintain an index to the advertisement, and wherein the playback application is further configured to utilize the index to obtain the advertisement from a content server to render the advertisement.

32. **(Original)** A media content playback system as recited in claim 22, further comprising:

an advertisement store configured to maintain the advertisement;

a cache configured to maintain an index to the advertisement; and

wherein the playback application is further configured to utilize the index to obtain the advertisement from the advertisement store to render the advertisement.

33. **(Original)** A portable client device comprising the media content playback system as recited in claim 22.

34. **(Original)** A digital video recorder comprising the media content playback system as recited in claim 22.

35. **(Currently Amended)** A content provider, comprising:

an advertisement data store configured to maintain one or more advertisements corresponding to media content navigation;

an advertisement distribution application configured to:

receive a request for an advertisement associated with a media content navigation input;

obtain the advertisement from the advertisement data store, based on at least one of a time of day, a type of the program, and a program channel on which the program is broadcast, wherein the advertisement is embedded in program guide data; and

communicate the advertisement to a client device for display with a navigation indicator that corresponds to the media content navigation input.

36. **(Original)** A content provider as recited in claim 35, wherein the advertisement distribution application is further configured to receive the request as an index to the advertisement.

37. **(Original)** A content provider as recited in claim 35, further comprising:

a content server configured to:

communicate media content to the client device;

communicate an index to the advertisement to the client device; and

wherein the advertisement distribution application is further configured to receive the request as the index to the advertisement.

38. **(Original)** A content provider as recited in claim 35, further comprising:

a content server configured to:

communicate media content to the client device;

communicate an advertisement playlist to the client device; and

wherein the advertisement distribution application is further configured to

receive the request as an index of the advertisement playlist.

39. **(Original)** A content provider as recited in claim 35, further comprising a

content server configured to:

communicate media content to the client device; and

communicate the advertisement to the client device based on at least one of a

time of day and a type of the media content.

40. **(Currently Amended)** A method, comprising:

maintaining one or more advertisements corresponding to media content

navigation;

receiving a request for an advertisement associated with a media content

navigation input;

obtaining the advertisement from the advertisement data store, based on at

least one of a time of day, a type of the program, and a program channel on which

the program is broadcast, wherein the advertisement is embedded in program

guide data; and

communicating the advertisement to a client device for display with a navigation indicator that corresponds to the media content navigation input.

41. (**Original**) A method as recited in claim 40, wherein receiving the request includes receiving the request as an index to the advertisement.

42. (**Original**) A method as recited in claim 40, further comprising:

communicating media content to the client device;

communicating an index to the advertisement to the client device; and

wherein receiving the request includes receiving the request as the index to the advertisement.

43. (**Original**) A method as recited in claim 40, further comprising:

communicating media content to the client device;

communicating an advertisement playlist to the client device; and

wherein receiving the request includes receiving the request as an index of the advertisement playlist.

44. **(Original)** A method as recited in claim 40, further comprising:

communicating media content to the client device; and

communicating the advertisement to the client device based on at least one of a time of day and a type of the media content.

45. **(Currently Amended)** A method, comprising:

rendering media content;

receiving a media content navigation input;

displaying a navigation indicator corresponding to the media content navigation input; and

rendering an advertisement in addition to the media content while the navigation indicator is displayed,

wherein the advertisement is based on at least one of a time of day, a type of the program, and a program channel on which the program is broadcast,

and wherein the advertisement is embedded in program guide data.

46. **(Original)** A method as recited in claim 45, wherein the advertisement is rendered as audio.

47. **(Original)** A method as recited in claim 45, wherein the advertisement is rendered as an audible message.

48. **(Original)**   A method as recited in claim 45, wherein rendering the advertisement includes displaying the advertisement as a logo.

49. **(Original)**   A method as recited in claim 45, wherein rendering the advertisement includes displaying the advertisement as an animated logo.

50. **(Original)**   A method as recited in claim 45, wherein rendering the advertisement includes displaying the advertisement as a logo and rendering an audible message corresponding to the logo.

51. **(Original)** A method as recited in claim 45, wherein:

rendering the media content includes displaying a program on a display device;

the media content navigation input is received as a command to skip-ahead in the program;

the navigation indicator is displayed over the program on the display device; and

rendering the advertisement includes displaying the advertisement over the program on the display device while the navigation indicator is displayed.

52. **(Original)** A method as recited in claim 45, wherein:

rendering the media content includes displaying a program on a display device;

the media content navigation input is received as at least one of a command to play the program, skip-ahead in the program, skip-back in the program, pause the program, and stop the program;

the navigation indicator is displayed over the program on the display device; and

rendering the advertisement includes displaying the advertisement over the program on the display device while the navigation indicator is displayed.

53. **(Original)** A method as recited in claim 45, further comprising:

receiving the advertisement from a content provider;

caching the advertisement; and

obtaining the advertisement from the cache to render the advertisement.

54. **(Original)** A method as recited in claim 45, further comprising:

receiving an index corresponding to the advertisement;

caching the index; and

utilizing the index to obtain the advertisement from an advertisement data store to render the advertisement.

55. **(Original)** A method as recited in claim 45, further comprising:

receiving an index corresponding to the advertisement;

caching the index; and

utilizing the index to obtain the advertisement from a content provider to render the advertisement.

56. **(Original)** A method as recited in claim 45, further comprising:

receiving a playlist of advertisements;

caching the playlist; and

utilizing the playlist to obtain the advertisement from an advertisement data store to render the advertisement.

57. **(Original)** A method as recited in claim 45, further comprising:

receiving a playlist of advertisements;

caching the playlist; and

utilizing the playlist to obtain the advertisement from a content provider to render the advertisement.

58. **(Original)** A method as recited in claim 45, further comprising:

receiving one or more advertisements;

receiving a playlist that designates an order in which the one or more advertisements are to be rendered; and

obtaining the advertisement from the one or more advertisements according to the playlist.

59. (**Currently Amended**) A method as recited in claim 45, further comprising:

receiving one or more advertisements;

maintaining the one or more advertisements in an advertisement data store;

obtaining the advertisement from the advertisement data store to render the advertisement; and

wherein the media content is rendered as a program ~~and the advertisement is obtained based on at least one of a time of day, a type of the program, and a program channel on which the program is broadcast~~.

60. (**Original**) A method as recited in claim 45, further comprising:

receiving an additional media content navigation input;

displaying an additional navigation indicator corresponding to the additional media content navigation input; and

rendering the advertisement while the additional navigation indicator is displayed.

61. (**Original**) A method as recited in claim 45, further comprising:

receiving an additional media content navigation input;

displaying an additional navigation indicator corresponding to the additional media content navigation input; and

rendering a second advertisement while the additional navigation indicator is displayed.

62. (**Original**) One or more computer-readable media comprising computer executable instructions that, when executed, direct a television-based client device to perform the method of claim 45.

63. (**Original**) One or more computer-readable media comprising computer executable instructions that, when executed, direct a digital video recorder to perform the method of claim 45.

64. (**Currently Amended**) One or more computer-readable media comprising computer executable instructions that, when executed, direct a device to:

display a program on a display device;

display a navigation indicator on the display device when a media content navigation input is received; and

render an advertisement in addition to the media content while the navigation indicator is displayed,

wherein the advertisement is based on at least one of a time of day, a type

of the program, and a program channel on which the program is broadcast,

and wherein the advertisement is embedded in program guide data.

65. **(Original)** One or more computer-readable media as recited in claim 64,

further comprising computer executable instructions that, when executed, direct

the client device to render the advertisement as audio.

66. **(Original)** One or more computer-readable media as recited in claim 64,

further comprising computer executable instructions that, when executed, direct

the client device to render the advertisement as an audible message.

67. **(Original)** One or more computer-readable media as recited in claim 64,

further comprising computer executable instructions that, when executed, direct

the client device to render the advertisement as a logo displayed on the display

device.

68. **(Original)** One or more computer-readable media as recited in claim 64,

further comprising computer executable instructions that, when executed, direct

the client device to render the advertisement as an animated logo displayed on the

display device.

69. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to display the navigation indicator when the media content navigation input is received as at least one of a command to play the program, skip-ahead in the program, skip-back in the program, pause the program, and stop the program.

70. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to cache the advertisement when the advertisement is received from a content provider, and obtain the advertisement from the cache to render the advertisement.

71. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to cache an index corresponding to the advertisement, and utilize the index to obtain the advertisement from an advertisement data store to render the advertisement.

72. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to cache an index corresponding to the advertisement, and utilize the index to obtain the advertisement from a content provider to render the advertisement.

73. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to cache a playlist of advertisements, and utilize the playlist to obtain the advertisement from an advertisement data store to render the advertisement.

74. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to cache a playlist of advertisements, and utilize the playlist to obtain the advertisement from a content provider to render the advertisement.

75. **(Original)** One or more computer-readable media as recited in claim 64, further comprising computer executable instructions that, when executed, direct the client device to obtain the advertisement based on at least one of a time of day, a type of the program, and a program channel on which the program is broadcast.